

1 I claim:

2 1. A business method for managing after-market product and
3 service presentations to vehicle purchase customers comprising
4 the steps of:

5 selecting a computer system with audio and video

6 presentation means, and with storage media means;

7 recording a plurality of audio visual promotional

8 presentations onto said storage media means;

9 selecting and installing an audio visual player software

10 routine onto said storage media means, which audio

11 visual player software routine, upon actuation,

12 plays said audio visual promotional presentations;

13 selecting and installing a promotional presentation

14 management software routine, which promotional

15 presentation management software routine: (a)

16 presents to a user a start menu into which is

17 entered a user identification and selection data for

18 selecting one or more audio visual promotional

19 presentations which are to be presented to a viewer,

20 (b) based on said selection data selects said one or

21 more promotional presentations and sequentially

22 displays same to a viewer, (c) presents a purchase

23 menu into which a user inputs data reflective of a

1 positive or negative purchasing decision, and (d)
2 records into a searchable database a record
3 indicating said selection data, the identity of said
4 one or more promotional presentations, said user
5 identification, the time and date of said actuating
6 of said software, and said data reflective of said
7 positive or negative purchasing decision;

8 inputting said user identification and selection data
9 into said start menu of said promotional
10 presentation management software routine and
11 actuating said promotional presentation management
12 software routine for initiating said displaying of
13 said one or more promotional presentations; and
14 inputting said data reflective of said positive or
15 negative purchasing decision at the end of said
16 displaying of each said one or more promotional
17 presentations.

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19 2. The method of claim 1 further comprising the steps of:
20 searching said searchable database to compile data
21 reflective of data stored by said promotional
22 presentation management software routine.
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